8/22/83
C5150-3

HARDWARE SHOW

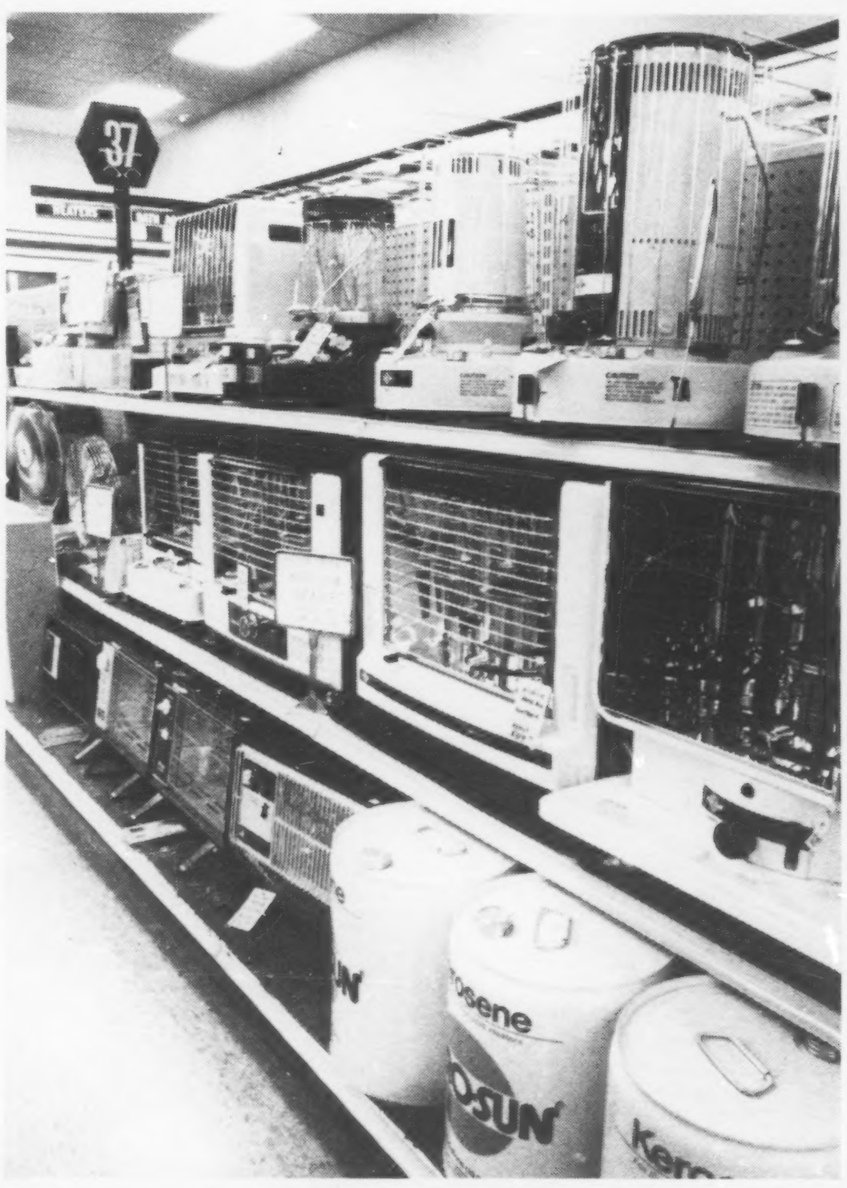
See Special Section: Pp. 41-68

SRI ACQUISITIONS DEC8305
CONGRESSIONAL SOURCE INFO
4520 EAST/WEST HIGHWAY
BETHESDA MD 20814
J007122

Discount Store News®

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

VOL. 22, NO. 17 | Published Biweekly, Every Other Monday, Monthly in December, by Lebhar-Friedman Inc. | $2 per copy | AUGUST 22, 1983



Kerosene Heaters Cool It

Bad publicity and a recent rash of local legislation may have taken their toll of the kerosene space heater business. Northern-based discounters, where most of the new laws were written, are either cutting assortments for this fall or dropping the category entirely. Southern- and Western-based chains, which have had consistently strong sales, say they are keeping assortments at last year's levels, fearing the new regulations will spread into their markets.

A.T.&T., as Phone Name, Causing Few Hang-ups

NEW YORK—No one is answering at American Bell.

Discounters and catalogers are now going to have to dial A.T.&T., the new name for their telephone merchandise programs.

Parent company American Telephone & Telegraph said it wasn't fighting the court ruling that it give up the well-known American Bell name for the sale of equipment and services; it was switching to A.T.&T.

The company doesn't intend to waste any time making the conversion. The plan is to have it all accomplished by the end of September—1983.

Those stores—Bradlees, Target, Hills, Wal-Mart, Lechmere, Best Products and Service Merchandise—having variations of the American Bell program, are going to have to take down their present signing and fixturing and replace it with new, company-supplied accoutrements reading A.T.&T.

The telephones themselves and their packaging, imprinted with the American Bell name, will be allowed to "work themselves through the pipelines" instead of being pulled out of stock.

When asked if there was anything to prevent a retailer from sticking with the American Bell name to capitalize on its strong consumer franchise through the Christmas selling season, a company spokesman responded: "There's nothing illegal about that, but we don't think it would be to a retailer's advantage to do it in view of the money we're spending right now to promote the new name."

Discounters using the Amer-

(Continued on page 94)

To Have Catalog Order, Pickup Desk

Best Sets Unique Jewelry Store

HOUSTON—Best Products will open a unique 11,000-sq.-ft. jewelry/giftware store with a catalog order and pickup desk here.

It will open in mid-October in a huge downtown commercial and retail development called The Park in Houston Center. The new showroom is part of Best's effort "to define a strong format for downtown and older suburbs where space is at a premium," executive vice president Joel Koblentz said.

"We are just providing a different-sized store to accommodate [the market]; in the past we haven't been able to serve downtown or older suburbs that were densely developed."

The new Houston showroom is "very close in concept" to the 3,500-sq.-ft. Best Jewelry store opened in May in Williamsburg, Va. Three Best Jewelry units are projected for the Washington-Baltimore market this fall.

Best Jewelry inventories and sells only jewelry and giftware. A customer can order merchandise from the Best catalog for pickup or home delivery within two days.

Koblentz said the key difference in Houston is that the new showroom will sell jewelry and giftware from serviced counters and will stock in its warehouse all the items in the catalog except for toys and bulky items. "Anything an individual can carry out we will stock in the Houston store for immediate pickup," he explained.

(Continued on page 94)

Digest

Aug. 22 1983

H&BA

- **Fragrance buyers scent a** strong Christmas.(p. 29)

PHOTO

- **Buyers are relying more on** film sales and turnover. (p. 30)

HARDWARE

- **En route to the hardware** show, buyers, encouraged by the reviving economy, planned to look for some step-up items. (Special section, pp. 41-68)

Index

ADSCAN	81
At the Source	66-74
Catalog Showroom News	34
Classified	91-92
Discounter Management Development Series	86
Editorial	6
Executive Changes	36
Hardware	41-68
H&BA	29
Housewares	33
Photo	30-31
Product Movement Audit Hardware	51-54
Toys	32
Washington Beat	6

T.G. & Y. Pushes Remodeling

OKLAHOMA CITY—T.G. & Y.'s store remodeling program has provided the first strongly visible evidence of acting president Larry Del Santo's efforts to return profitability and competitiveness to the wounded retail giant.

Although the changes would be deemed modest for some discounters, for T.G. & Y. they must be considered bold, relying heavily on the successful track record of the AIM for the best division.

However, AIM for the best—which Del Santo said provided the "laboratory" for much of T.G. & Y.'s upgrading—has also experienced stunted growth because of the losses incurred by the Family Centers and variety stores.

Plans for openings have been reduced from 10 this year, then to five—and now to just one store over the course of Del Santo's five-year recovery plan.

That store—the 13th for AIM—was to have opened this month in Baytown, Tex. *(Also see story, DSN, Aug 8.)*

Nonetheless, Del Santo maintained that AIM for the best would remain T.G. & Y.'s prime vehicle for entry into major metropolitan areas.

The changes, which were unveiled by Del Santo during a briefing last month, apparently form the second phase of his prescription for the ailing chain. The first involved a series of changes in the executive ranks.

Del Santo's five-year plan calls for the chain to achieve $3.3 billion in sales by 1988, up from $2.2 billion this year—and $125 per square foot in sales by 1985, up from $90 this year.

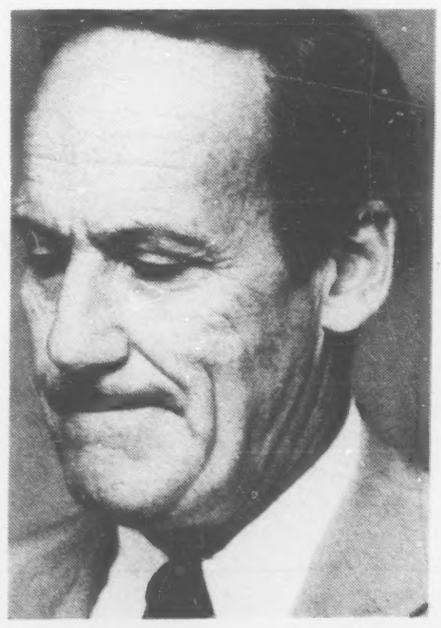
Those goals are to be met through a combination of the store renovations and updated management and merchandising programs. All center around making each store a profitable entity for the chain.

The remodeling program will convert all Family Centers of 35,000 sq. ft. or more. Sixteen stores in the Oklahoma City area will be converted this year; 100 in 1984, and the remainder will be spread over the remaining three years of the current plan.

Store managers and merchandisers are also being retrained to tackle current retail systems for conducting business, and to break some of the old habits that led the company on its downward spiral.

Additionally, the introduc-

(Continued on page 4)



The doctor from Household Merchandising: Larry Del Santo, acting president and ceo of T.G. & Y., is performing major surgery on the patient in the "intensive care unit." He is optimistic about the prognosis for profitability. *(DSN photo)*

'Lab' AIM Also Being Reworked

OKLAHOMA CITY—The test kitchen is changing too.

While T.G. & Y. executives put many of the concepts and merchandise programs first developed in its new AIM for the best Stores to work in its Family Centers, they also made many changes in the upscale division they unveiled early last year.

The AIM for the best Stores are being reworked to create larger and better-located seasonal areas; fabrics is being eliminated and soft goods—particularly the off-price apparel program that was the chain's centerpiece—is being remixed, to name just a few of the changes.

A "mini-seasonal" area—for small seasons like Halloween and back-to-school—will be carved out of aisle space at the front of the store,

(Continued on page 4)

HOUSEWARES

Discounters Hot in NHMA Consumer Preference Poll

CHICAGO—Consumers are buying their housewares mainly at discount stores in four of the six product categories included in the recent consumer buying study released by the National Housewares Manufacturers Association (NHMA).

The study, conducted every five years for the NHMA by B. Angell & Associates, also showed consumer preference for discounters on the rise in three categories—cook/bakeware, serving/buffet products, and bathroom accessories—since the first study conducted in 1974.

Survey results were based on a sampling of 2,400 consumers drawn randomly from a consumer panel of 125,000 households. A total of 1,940 respondents answered the mail questionnaire—an 80% return.

The sample base was skewed somewhat, according to the NHMA, to accommodate demographic shifts such as "higher average age at the time of marriage," and the "increased prevalence of divorce." Because of these changes, more single household members were added to the sampling.

Some of the survey findings indicated that discounters bent on upgrading in taste level and/or price are on the right track, particularly in their ability to attract the freer-spending, growing single population.

For instance, while customers still consider "price" an important element in their decision to buy, "price" as a determining factor has leveled off since the prior study in 1979. Among single customers, "price" was a less important factor than it was to the general population.

More important to single customers than the general population were such factors as color/design, sizes and brand.

Amount Spent for Housewares Purchased as Gifts

Category	General Population	Singles
Outdoor Products	$21.85-26.48	$23.17-36.09
Small Electrical Appliances	21.38-24.02	24.87-35.06
Serving/Buffet Products	19.98-21.36	24.60-32.61
Bathroom Accessories	15.47-16.76	17.02-21.39
Cook and Bakeware Items	14.33-15.88	18.42-23.71
Kitchen Tools/Gadgets	9.09- 9.84	12.14-15.60

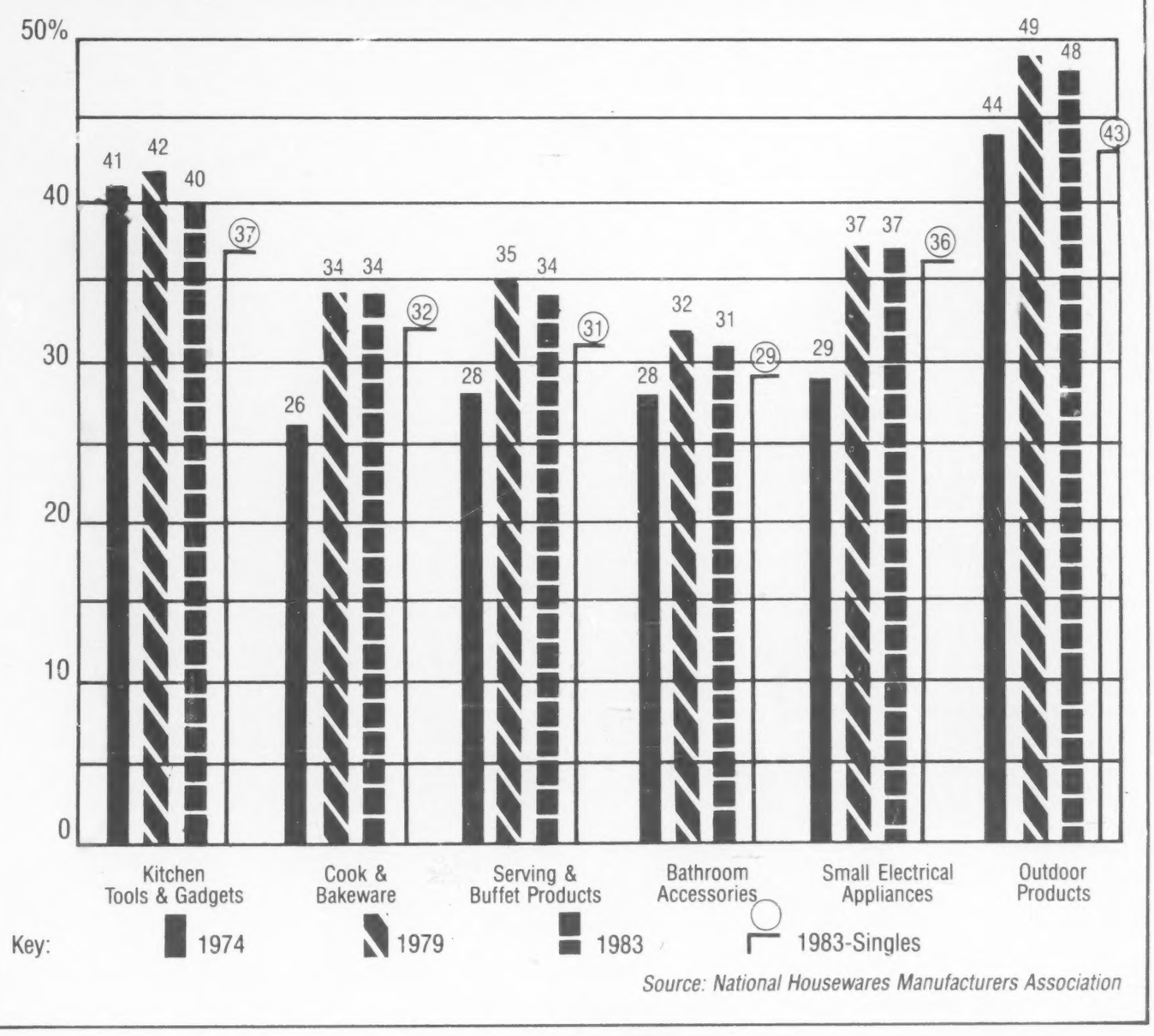
Source: National Housewares Manufacturers Association

Stores Where Housewares Were Purchased

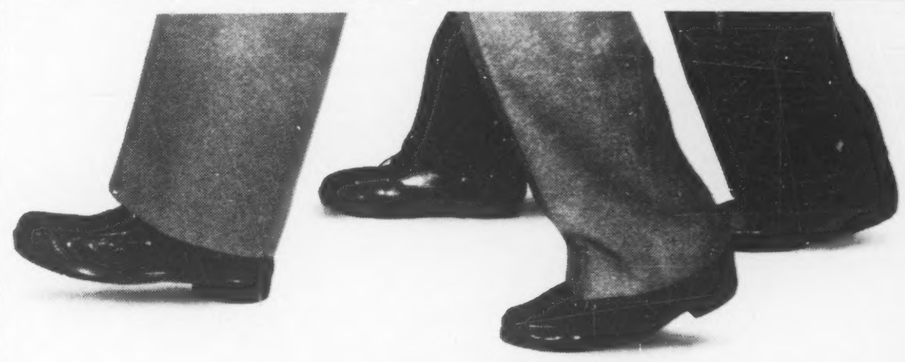
Category	Year	Discount	Department	Hardware	All Others*
Kitchen Tools & Gadgets	1983	48%	24%	6%	22%
	1979	53	24	10	13
	1974	48	21	14	17
Cook & Bakeware	1983	43	38	9	10
	1979	53	24	10	13
	1974	39	41	14	6
Serving & Buffet Products	1983	30	53	3	14
	1979	33	57	6	4
	1974	29	56	4	11
Bathroom Accessories	1983	35	51	4	10
	1979	40	47	6	7
	1974	32	50	6	12
Small Electrical Appliances	1983	49	34	8	9
	1979	53	33	10	4
	1974	52	32	13	3
Outdoor Products	1983	42	21	33	4
	1979	46	20	30	4
	1974	48	16	31	5

**Includes: Catalog showrooms, food stores, variety stores, etc.*
Source: National Housewares Manufacturers Association

Change in Relative Importance of Price 1974-1983



Source: National Housewares Manufacturers Association



Venture has the fastest four feet in retailing

Thank you for calling

mark I inc.

1-800-521-6571
(In Illinois: 1-312-281-1111)

GALAXIE BUG MACHINE™
WORLDS AHEAD.

Galaxie Electronic Bug Machines, the safe, effective way to get rid of flying pests, puts you worlds ahead in sales.

Made by the world leader. Backed by strong marketing support. A world of best selling features.

- Luring power up to 1½ acre and killing power up to 5000 volts
- Exclusive self-cleaning vertical rod grid
- Protective outer screen and all weather construction
- Attractive lantern and contemporary styles
- Priced to sell

UL Approved

Galaxie. Effectiveness, quality, styling and pricing that's worlds ahead

YES, I want more information on Galaxie Bug Machines.

Name _____
Title _____
Company _____ Phone _____
Address _____
City _____ State _____ Zip _____

GALAXIE An Armatron Company
Two Main Street, Melrose, MA 02176
1-800-343-3280

50th national merchandise show

SEPT. 11-14 OPENS SUNDAY
NEW YORK COLISEUM

The Largest General Merchandise Show in America!

The largest general merchandise trade show in America—the total marketplace for virtually all your buying needs. See over 1000 exhibitors displaying merchandise in over 90 different product categories—at every price level. Meet major suppliers exhibiting products from every corner of the world. Profit from the many "show specials" offered only at this show. Enjoy convenient "one-stop" shopping. Discover the newest profit-making lines and the fastest selling products. Register now! Don't miss this gigantic once-a-year buying opportunity. OPEN SUNDAY THRU WEDNESDAY

For Your Complimentary Admittance Badge Write:
NATIONAL MERCHANDISE SHOW,
98 Cutter Mill Rd.
P.O. Box 707
Great Neck, N.Y. 11021

Free Seminar—"The Universal Product Code...How It Can Help You"—Mon., Sept. 12, 8:30 a.m., N.Y. Coliseum

HARDWARE

PRODUCT MOVEMENT AUDIT

Strong Biz Is Expected To Continue

By ARNOLD REINHARD
Director of Sales, Schreiber Company

The rise in consumer spending and the upsurge in new housing starts that resulted in strong hardware sales in the first half of the year are expected to continue through this year and into 1984.

Sales gains of about 18% at the retail level were reported in basic items like electrical and plumbing materials and caulks. Sales rose a remarkable 25% in stains and should continue to be strong with this resurgence of home improvement activity.

The recession that we are just coming out of differed greatly from those in the recent

(Continued on page 52)

POWER TOOLS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	B&D 7308 7¼" Saw	505	35.31	17,832.81
2	B&D 7127 ⅜ Vari Rev Dr	487	26.41	12,862.89
3	B&D 7404 Sander	445	26.00	11,586.69
4	B&D 7504 Jig Saw	599	17.14	10,265.36
5	B&D 7104 ⅜" Drill	497	19.80	9,840.60
6	B&D 7300 5½" Saw	230	31.63	7,276.63
7	B&D 7204 ½" Drill	140	39.00	5,461.75
8	B&D 7451 Belt Sander	49	109.15	5,348.35
9	B&D 7530 2 Speed Jig Saw	199	26.76	5,325.74
10	Welr D550PK Sold Gun Kit	117	29.00	3,400.31
11	Welr 8200PK Sold Gun Kit	139	21.43	2,978.08
12	Welr W8200 Soldering Gun	145	18.38	2,664.38
13	Welr SP23K Soldering Iron	273	9.59	2,617.38
14	B&D 7390 7¼" Saw	60	41.53	2,491.50
15	B&D 7600 Router	68	36.39	2,474.35

TOOL ACCESSORIES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	B&D 73-007 Combbld 7¼	893	2.94	2,625.42
2	Howd 1130 13 Pc Drill Set	257	10.04	2,579.77
3	Howd 1306 13 Pc Drill Set	408	6.31	2,574.48
4	Howd 1100 10 Pc Drill Set	257	7.74	1,989.69
5	Howd 1170 7 Pc Drill Set	342	5.74	1,963.08
6	Howd 1008 ⅛ 2/CD Drl Bt	1,606	1.22	1,956.11
7	Howd 6212 7¼ 24 Tooth	213	8.96	1,908.48
8	B&D 73-027 Croscut 7¼	580	2.94	1,705.20
9	B&D 73-0 .7 Plywdbld 7¼	474	3.10	1,469.40
10	Craw 87 All Purp Saw Bkts	936	1.55	1,454.54
11	Howd 201 Goggles W Strap	502	2.87	1,440.74
12	Howd 5910 7¼ Comb/Plywd	264	5.17	1,363.82
13	B&D U1579 Drill Accs Ast	140	9.14	1,279.88
14	Howd 9668 Mandrill 2½	359	3.51	1,261.53
15	Howd 1104 4 Pc Set	348	3.51	1,221.48

HAND TOOLS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Stan 33312 12' Power Rule	1,078	8.36	9,008.30
2	Stan 11921 Heavy Duty Bld	6,669	1.21	8,102.84
3	Arrw T-50 Staple Gun Tack	484	16.34	7,906.14
4	Stan 84&121 6" Lng NS P1	1,596	4.44	7,088.63
5	Stan 51616 16 oz Hammer	1,092	5.72	6,250.61
6	Stan 87-368 8" Adj Wrench	1,078	5.67	6,112.26
7	Wiss MPC3 Multi-Purpose	726	7.49	5,439.56
8	Stan 84-106 6" Slp JT P1	1,815	2.97	5,390.55
9	Stan 33425 25' Tape Rule	439	12.20	5,357.56
10	Stan 33208 8' Power Rule	1,014	5.09	5,160.75
11	Stan 34-500 L. Tape 100'	477	10.81	5,158.04
12	Stan 33212 12' Power Rule	728	6.62	4,815.72
13	Stan 84-139 10" GR JT PL	842	5.70	4,796.87
14	Stan 42-248 48" Alum Levl	412	11.58	4,772.20
15	Stan 84-131 6" Diag Plier	1,058	4.44	4,699.11

LOCKS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Harl T-700 US3 Entry Mdl	1,486	8.32	12,357.58
2	Mast 1500D Comb Padlock	3,228	3.17	10,240.83
3	Wick SV840 Sunray 3X3 Ent	575	12.85	7,389.90
4	Mast 22D Padlock 1-1/2"	4,056	1.76	7,118.28
5	Mast 500D Padlock 1-3/4	2,880	2.25	6,492.96
6	Slay BL26 Laminat Padlock	3,132	1.78	5,581.22
7	Idel SK600 Knob Lock	892	5.67	5,057.64
8	Idel 45-3023 Nite Latch	821	5.52	4,533.15
9	Slay BL2725 Lamt Padlock	1,338	3.28	4,389.31
10	Idel Sk85 Pneumatic Close	859	5.09	4,371.88
11	Idel SK11AC Pushbutn Ltch	678	6.08	4,118.85
12	Mast 1D Padlock 1-3/4"	738	5.51	4,064.90
13	Mast 7D Padlock 1-1/8"	1,019	3.85	3,920.60
14	Idel SK980AC Pushbuttn Latch	584	6.48	3,784.32
15	Idel SK11 Pushbuttn Latch	605	6.08	3,675.38

(Continued on page 52)

CALENDAR

Aug. 30-Sept. 1
APAA: Automotive Parts and Accessories Show, McCormick Place, Chicago.

Sept. 11-14
National Merchandise Show, Coliseum, New York.

Sept. 12-14
NRMI: National Mass Retailing Institute Loss Prevention Conference, Fairmont Hotel, New Orleans.

Sept. 27-29
Dallas Toy Show, Dallas Market Center, Dallas.

Oct. 1-4
28th Annual Sporting Goods International Show, New York Coliseum, New York.

Oct. 8-13
AGMC: Association of General Merchandise Chains Na-

(Continued on page 52)

46th Crown Auto In Wisconsin Bow

MINNEAPOLIS—Empire-Crown Auto opened its 46th Crown Auto store.

The 7,112-sq.-ft. unit is the chain's first in Superior, Wis., although there are three existing stores in Wisconsin and two in nearby Duluth, Minn.

The opening marked the company's second new store for 1983, on target with the chain's goal of opening at least four stores by year's end.

The new outlet features retail automotive parts and accessories and four fully equipped service bays.

It's all in your swing. Swing over to Vigoro and watch the green pile up in your cash register. Because Vigoro produces results—thick, green lawns that are rugged enough to take all the abuse a family can dish out. Our newest TV commercial for Vigoro makes that point. Here are some more reasons you should team up with Vigoro.

Nationally advertised. Regionally formulated.
National advertising brings people to your stores. All your stores. Regional plants mean your customers get the Vigoro formula specially suited to their area.

Regionally distributed.
With dozens of shipping points, Vigoro gets you your order fast. So you don't have to stock a big inventory. Or pay long-distance shipping charges. That means savings you can pass along to your customers, making Vigoro even more attractive on the shelf.

Vigoro quality.
Our "Green Grass Guarantee" assures customer satisfaction. And our award-winning packaging is keyed for easy selection.

Private label capabilities.
One call to Vigoro and you've got a single source supplier for private label products, too.

Co-op opportunities.
With Vigoro's generous co-op advertising program, you can run local TV schedules, tagging each spot with your name, address, and pricing. Or run your own radio, newspaper, roto, or special event ads.

Cash in on the green. Call Vigoro collect at 312-322-8302.

VIGORO®
THEY KNOW WHAT MAKES YOUR PROFITS GROW.

60 YEARS OF GREENING & GROWING

VIGORO LAWN AND GARDEN PRODUCTS • ESTECH, INC. 30 N. LaSalle Street Chicago, IL 60602

BEST AVAILABLE COPY